

IN THE CLAIMS:

1. (Currently Amended) A method for providing a customized decoration to an item
2 comprising:
3 providing a printing machine, the printing machine including an inking plate hav-
4 ing the customized decoration thereon, an inking pad and a printing pad movably dis-
5 posed above the inking plate, a support structure for removably mounting the item, and a
6 jig fixedly mounted with respect to the support structure for retaining a flexible plastic
7 substrate adhered to the item, the flexible plastic substrate projecting from a surrounding
8 surface of the item;
9 removably mounting the item in the support structure;
10 retaining the substrate on the item within the jig, including engaging at least a
11 portion of the perimeter edge of the substrate to secure the substrate with respect to the
12 jig during the printing step;
13 inking the customized decoration on the inking plate with the inking pad; and
14 printing the customized decoration on the substrate with the printing pad.
15 providing a plate having a formation that defines an image of the decoration in a
16 printing machine;
17 supporting the item in a support structure of a printing machine and retaining a
18 substrate on the item in a jig that is aligned with a printing element of the printing ma-
19 chine;
20 transferring, by the printing element, ink from the formation to the substrate; and
21 removing the item from the support structure.

1 2. (Currently Amended) A method for providing a customized decoration to an item
2 comprising:
3 providing a printing machine, the printing machine including an inking plate hav-
4 ing the customized decoration thereon, an inking pad and a printing pad movably dis-
5 posed above the inking plate, a support structure for removably mounting the item, and a

6 jig fixedly mounted with respect to the support structure for retaining a flexible plastic
7 substrate attached to the item by elastic cords;
8 removably mounting the item in the support structure;
9 retaining the substrate on the item within the jig by The method as set forth in
10 claim 1 wherein the step of retaining includes stretching elastic cords attached to the sub-
11 strate so as to seat the substrate in a well structure on the jig;
12 inking the customized decoration on the inking plate with the inking pad; and
13 printing the customized decoration on the substrate with the printing pad.

1 3. (Original) The method as set forth in claim 2 wherein the item is one of either a bag or
2 case and the elastic cords are attached to a side of the bag or case.

1 4. (Original) The method as set forth in claim 1 wherein the step of retaining includes
2 placing an edge of the item having the substrate mounted therealong against a wall of the
3 jig and applying a plate containing an aperture in the shape of the substrate over the item
4 so as to capture a perimeter edge of the substrate within the aperture.

1 5. (Original) The method as set forth in claim 4 wherein the item comprises one of either
2 a portfolio or a padfolio.

1 6. (Original) The method as set forth in claim 5 wherein the substrate is mounted on a
2 side pocket of the item and the step of placing the edge includes directing a plate of the
3 jig between a side of the item and the pocket.

1 7. (Original) The method as set forth in claim 1 wherein the substrate is a soft rubberized
2 plastic with a surface finish adapted to accept ink.

1 8. (Original) The method as set forth in claim 7 wherein the step of transferring includes
2 applying ink to a domed face of the substrate with a printing element having a curved
3 edge that flexes as the printing element contacts the domed face.

1 9. (Currently Amended) The method as set forth in claim 1 further comprising receiving
2 an order for production of the item with the decoration and producing the plate from an
3 image of the decoration supplied by the-a customer.

1 10. (Currently Amended) A business accessory having a customized decoration that is
2 printed on a flexible plastic substrate, with a perimeter edge, adhered to and projecting
3 from a surrounding surface of the business accessory, produced by a process including
4 the steps of:

5 providing an inking plate having a formation that defines an image of the decora-
6 tion in a printing machine, the printing machine having an inking element and a printing
7 element movably disposed above the inking plate, a support structure for the business ac-
8 cessory, and a jig fixedly mounted with respect to the support structure and aligned with
9 the printing element for retaining the flexible plastic substrate adhered to and projecting
10 from a surrounding surface of the business accessory;

11 supporting the business accessory in a-the support structure of a-the printing ma-
12 chine and retaining a-the flexible plastic substrate on-adhered to the business accessory in
13 a-the jig that is aligned with a printing element of the printing machine;

14 inking, by the inking element, the customized decoration on the inking plate;

15 transferring, by the printing element, ink from the formation inking plate to the
16 flexible plastic substrate; and

17 removing the business accessory from the support structure.

1 11. (Withdrawn)

1 12. (Withdrawn)

1 13. (Withdrawn)

1 14. (Currently Amended) A printing machine for printing customized business accesso-
2 ries comprising:

3 an inking plate with a formation of a predetermined decoration thereon;
4 an inking pad ~~movable into contact with the formation at predetermined times for~~
5 inking the decorative formation, the inking pad being movably disposed above the inking
6 plate;

7 a support structure for the business accessory;
8 a jig, fixedly mounted with respect to the support structure, that retains and aligns,
9 with respect to a predetermined location, a flexible plastic substrate on the adhered to and
10 projecting from a surrounding surface of each business accessory with respect to a prede-
11 termined location; and

12 a printing pad movably disposed above the inking plate that transfers ink in the
13 form of the decoration from the formation to the predetermined location so as to print the
14 decoration on the substrate.

1 15. (Original) The printing machine as set forth in claim 14 wherein the jig includes a
2 well structure adapted to seat the substrate in the well structure.

1 16. (Currently Amended) The printing machine as set forth in claim 15 wherein the jig is
2 adapted to retain and align a substrate~~business accessory is one of either a bag or case and~~
3 ~~the substrate is attached by elastic cords to a~~the side of ~~the~~a bag or case secured in the
4 support structure.

1 17. (Currently Amended) The printing machine as set forth in claim 14 wherein the jig
2 includes a wall for engaging an edge of the ~~item~~business accessory in which the sub-
3 strate is along the edge and a plate containing an aperture in the shape of the substrate
4 adapted to be placed over the business accessory so as to capture a perimeter edge of the
5 substrate within the aperture.

1 18. (Currently Amended) The printing machine as set forth in claim 17 wherein ~~the business-accessory comprises the support structure and the jig are adapted to retain and align~~
2 ~~the support structure and the jig are adapted to retain and align~~
3 one of either a portfolio or a padfolio.

1 19. (Original) The printing machine as set forth in claim 18 wherein the substrate is
2 mounted on a side pocket of the item and the jig further includes a plate adapted to pass
3 between a side of the item and the pocket.

1 20. (Canceled)

1 21. (Currently Amended) The printing machine as set forth in claim 20-14 wherein ~~the substrate defines a domed face and the printing pad defines a curved edge that flexes as~~
2 ~~the printing element contacts the domed face~~
3 ~~substrate so as to conform to a domed surface on the substrate.~~
4 ~~substrate so as to conform to a domed surface on the substrate.~~

1 22. (Original) The printing machine as set forth in claim 14 wherein the formation is an
2 image of the decoration provided by a customer requesting the business accessory.

Please add the following new claims:

- 1 23. (New) The method as set forth in claim 4 wherein the plate containing the aperture is
- 2 a hinged retaining plate adapted to rotate about a hinge to one of either an engaged posi-
- 3 tion, in which the plate captures the perimeter edge of the substrate within the aperture, or
- 4 a disengaged position, in which the item is removably mountable in the support structure.

- 1 24. (New) The business accessory as set forth in claim 10 wherein:
 - 2 the step of supporting includes placing an edge of the business accessory having
 - 3 the substrate mounted thereon against a wall of the support structure, and
 - 4 the step of retaining includes applying a plate containing an aperture in the shape
 - 5 of the substrate over the business accessory so as to capture a perimeter edge of the sub-
 - 6 strate within the aperture.

- 1 25. (New) The business accessory as set forth in claim 24 wherein the plate containing
- 2 the aperture is a hinged retaining plate adapted to rotate about a hinge to one of either an
- 3 engaged position, in which the plate captures the perimeter edge of the substrate within
- 4 the aperture, or a disengaged position, in which the business accessory is removably
- 5 mountable in the support structure.

- 1 26. (New) The printing machine as set forth in claim 14 wherein the inking pad and
- 2 printing pad comprise elements of a single mechanism movably disposed above the ink-
- 3 ing plate and jig.

- 1 27. (New) The printing machine as set forth in claim 26 wherein the mechanism rests in
- 2 one of either a first position with the inking pad disposed either directly above or in con-
- 3 tact with the inking plate and the printing pad disposed either directly above or in contact

- 4 with the substrate, or a second position with the printing pad disposed either directly
- 5 above or in contact with the inking plate.

- 1 28. (New) The printing machine as set forth in claim 17 wherein the plate containing the
- 2 aperture is a hinged retaining plate adapted to rotate about a hinge to one of either an en-
- 3 gaged position, in which the plate captures the perimeter edge of the substrate within the
- 4 aperture, or a disengaged position, in which the item is removably mountable in the sup-
- 5 port structure.